SYNOPSIS OF THE THESIS TITLED

"SOCIAL ENTREPRENEURSHIP IN TOURISM INDUSTRY WITH REFERENCE TO KODAGU DISTRICT OF KARNATAKA"

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1. INTRODUCTION

Kodagu is a small district commonly recognized as "Coorg" situated in Karnataka. Kodagu is well recognized for its micro hub spot. This region is popular for its biological diversity and its environmental aspects associated with it. A wide range of vegetation can be found in the dense forests of Kodagu District. More than 65% of the geographical space of the district (Vinodan and Meera, 2021) is under the forest cover. The ecological environment that come with the location is socially, and financially suitable for human habitation. Kodagu region, due to its rich greenery, pleasant weather, natural beauty, rich cultural heritage, and hospitable nature of people is considered the Kashmir of south India. Having bestowed and blessed with physical environment and rich cultural heritage, Kodagu has been one of the foremost tourist destinations in South India.

The emergence of neo-rich communities in the urban centers surrounding this region like Bengaluru, Mysuru, Mangalore, Coimbatore, Calicut, and other places in South India started attracting large tourist population to this region. Undoubtedly, it did help the tourism industry flourish but that has its flip side too. The main problem stems from the absence of adequate forest policies about the use of forests, especially for leisure, depletion of soil nutrients, pollution of water and air, dumping of huge volume of solid wastes, endangering of animal life due to human interference, are some of the important problems.

The tourism industry in Kodagu has been growing at an exponential rate during the last decade. As already explained in the earlier paragraphs, district is known for its natural beauty, and naturally ecotourism is very popular. The natural wealth of Kodagu attracts tourists who come to enjoy nature's beauty. Therefore, ecotourism happens to be one of the primary drivers of the economic growth. Ecotourism is another major driver of the tourism industry in Kodagu. Ecotourism provides an opportunity for tourists to get closer to nature without having to leave their comfort zones. Specialty of the regions is that the weather, and greenery is the same throughout the year, unlike many other tourist destinations. Because of dense forests, large species of wild animals are found here in this region. Therefore, wildlife tourism is also becoming more popular with each passing day as more people travel to Kodagu to see animals in their natural habitat.

Tourism as explained above, enables visitors to experience through variety of activities such as hiking, bird watching, camping or sightseeing by visiting historical, natural and manmade places

of tourist attractions. Nature tourism is a particular type of tourism activity that is centered on natural and environmental attractions (Singh and Parkash, 2016). Nature tourism is also recognized as ecotourism and this tourism activity involves a wide range of natural exploration and excursion including photography, stargazing, bird watching, and hunting, hiking, camping, fishing, and visiting natural wonders and so on. Ecotourism, therefore, developed in an area that has plenty of cultural resources and natural diversity.

The tourism industry is considered a major economic activity that has delivered a potential scope to small and medium-scale business owners in terms of raising their profitability. Similarly, the tourism industry also requires suitable infrastructural facilities for running productive economic activity for regional economic growth. Kodagu district is gradually developing its infrastructure facilities in terms of effectively attracting and running different types of tourist and tourism activities respectively. The standards of livelihood of the residents in the Kodagu district have improved throughout the past few years due to the infrastructure development for tourism businesses. Transportation facility home-stay resorts and hotels have started developing under both public officials and private models. Different types of tourism infrastructure facilities include luxurious and small hotels, boutiques and other hospitality infrastructure. Local people are empowered by getting the opportunity of developing their small businesses related to tourism and hospitality service in the Kodagu district. All these factors have significantly contributed to the development of regional economic growth and the betterment of the living conditions of the regional and local people. However, several questions arise on the impacts of these hospitality and tourism activities on the ecology of the Kodagu district and how these questions are addressed by the social entrepreneurs operating in this region. This study aims to explore the way social enterprise's function and try to address the above problems from the perspective of making social enterprises sustainable and socially desirable in the Kodagu district in India.

2. LITERATURE REVIEW

According to Waligo *et al.* (2013), organisations are the bodies that are interdependent. They are not self-reliant on their own. Hence, there exists an essence of participation and cooperation and especially in the sector of tourism (Nicolaides, 2015). There is deeper interconnectedness and hence, the application of stakeholder theory to this sector helps in explaining the negotiation, collaboration and vitality of dialogue. Therefore, applying the stakeholder theory to the tourism sector helps in better understanding the "important stakeholders of the tourism sector, their interests, possible roles and concerns".

According to Wincent*et al.*, (2014), many social entrepreneurship organisations involve their stakeholders in decision-making at different levels. Stakeholders are the group of people or an individual who is directly or indirectly affected by the achievement of goals of an organisation. Generally, the managers, the financial bodies, the suppliers, the workers, the managers, the partners, the customers/beneficiaries, etc are stakeholders of an organisation.

According to Bello *et al.* 2016, poor community participation is one of the main concerns in tourism. The extent of concern varies from developed countries to developing countries (Gohori, and vander Merwe, 2021, p.1). As stated by Wondirad (2019), community participation in developing countries is affected by various factors like "poor stakeholder interaction, lack of community expertise, restricted financial access, loose community, deficiency of maintenance from other actors, etc."

Rahdari*et al.*, (2016), argue that although there is no unified or specific definition for social entrepreneurship. But "sustainable development is considered as a method to cater the needs of the present generation without any compromise made over the utilization of resources that can hamper the existence of future generation". The main purpose of SE is to make a significant contribution to Sustainable Development. Entrepreneurs target three different levels through their efforts: "large communities, individuals, and future generations". According to Saebi*et al.* (2019), the major needs that social entrepreneurship meets differ from the "basic social needs" of the individuals, the need of societies to build a sustainable community and the need for future.

According to Thomas (2002), the former Minister of Tourism, Government of Kerala, intended to highlight Kerala as the pioneer of modern tourism by entitling the street with the real God's own country. Improving the tourism destinations as well as proper utilization of resources that is directly focused on integrating the process of development concerning the infrastructure and preserving the cultural heritage as well as environment quality gradually helps in enhancing the outcomes. Fostering the aforementioned development gradually helps in creating better sources of income as well as employment opportunity in the tourism sector thereby transforming Kerala into a socio-economic development by focusing on enhancing tourism and preventing the state of environmental protection.

According to Yunus (2006; 2007), The recent practices of social businesses depend on the idea of capitalism where the transformation of capital into successful optimisation of resources are considered as major criteria. The business organisations are also observed to be keen for providing the state of imperialism such that the dominance of the powerful business is prevented

from disturbing the strategic coherence. In such a process, the employees of developing countries and underdeveloped nations are gradually considered as an effective tool for the management of human resources so that a strategy HR retention can be applied to reduce the human complexity of the business.

Yunus stresses that "The only process to eradicate the property of the society is to ensure effective and optimized use of sources that exist in the local environment" (Nobel Prize, 2007). In the process of communal development an organisation needs to focus on the positive impacts and its benefit for the social standards rather than just evaluating the economic benefits earned from the business. Instead, the enterprises need to incorporate a greater number of families for the development and also strive to increase the standard of education and literacy in the adjacent areas of development yes. (Yunus, 2007).

Dr Namita Rajput1 and Ms. Parul Chopra (2014) in their research article identified a significant difference that is implemented by the social entrepreneurs for benefiting the cause of social development as well as environmental concerns. These social practices are also provided with international recognition and have been widely adopted by different industrial sectors across the global boundaries. According to them Investment, Better Information, Improved Policy Environment, Increased Visibility and Better Coordination and Collaboration and Recognition are the key issues associated with sustainability and social entrepreneurship.

Social entrepreneurs gradually highlight the ability of identifying the disproportion of the system in the tourism industry and also indicate possible capability of delivering an effective leverage at the strategic viewpoint (Dr Namita Rajput1 and Ms. Parul Chopra 2014), In simple words when a resort is established in a lush forest area, the entrepreneur must understand the needs of the community around for the employment, market the local products so that the local economy will be benefitted.

Ikwaye Sam et al, (2016), noted an admirable extent of adoption concerning the context of Social Entrepreneurship and its relatable practices especially by the hospitality sectors of the country. The major objective of the study includes the identification of operators that exist within the hospitality industry which can help in the development of coastal tourism. In different areas of Kwale, Taita, Mombasa and many others the present venture can be a boon in developing the economic standards of the locations. The study also emphasizes on categorizing the limiting features and challenges that can hinder the process of social entrepreneurship practices and duly achieving the expected goals. However, the adjacent benefits that are achieved by the

organizations that are currently practicing the aforementioned measures gradually help in pipelining the investments and raising the revenue for the businesses. This revenue can be further regulated in the process of social welfare development as well as helping the local communities to underpin and achieve the basic amenities.

Table 1: Related Work

Aspects	**No of literature**	**Remark**
Definition of Tourism	08	Based on the definitions from several experts above concludes that the purpose of tourism are to relax and entertain
Definition of Entrepreneur, Entrepreneurship, Social Entrepreneur and Social Entrepreneurship	12	Social Entrepreneurship is a systematic process that enables an individual to understand the basic problems of the society and address the similar actions that are required solving the common problems and also contribute, for the betterment of life.
Theoretical Framework of Social Entrepreneurship	10	The resource-based view will enable social ventures understand how their strategies that they conceive and implement will improve their efficiency and effectiveness. By maximizing on the profits due to better utilization of the resources, the social ventures will be able to achieve their social mission, ensures stakeholders value and be sustainable.
Theoretical Perspective of Stakeholders Theory in the Tourism Industry	09	The central focus of this theory is to highlight the core network of relationships that an organisation has, and the support received from those entities or groups which are important for the survival of the organisation in the short and long-term.
Types of Stakeholder Participation in Social	06	Many social entrepreneurship organisations involve their stakeholders in decision-making at different levels. Stakeholders are the group of people or an individual who is directly or indirectly affected by the achievement of goals of an

Entrepreneurship Organisation		organisation
Community Participation in Tourism	11	Adequate and proper community participation is important for tourism.
Social Entrepreneurship and Sustainable Community Development	06	Social entrepreneurs drive opportunities for socioeconomic advancement through their efforts in the areas of education, health, poverty alleviation, community development and so on. They are creating equity and enhancing stability.
Point of view of different researchers and Practitioners	102	Priority is the major key that needs to be provided in the context of enhancing the tourism industry which will also include the need and interest of the stakeholders of the local community for achieving social development
Total review	164	Entrepreneurship in tourism industry is profit oriented organizations they are not concern about social and environmental problems. Social entrepreneurship is a recent induction in the tourism industry. Social entrepreneurship is discussed as a sustainable business model to achieve social and environmental problems and they reinvest their profits for sustainable development of the destination. Social entrepreneurship is capable of releasing social and economic problems of local communities and environmental protection problems. However, there is very little or minimal research has been carried out in this areas. There is a larger scope to assess various processes involved in enhancing the stakeholder participation and understand its contribution to the sustainable development. Thus, the current research aims to fill the gap and understanding the role of social entrepreneurship in promoting tourism and sustainable community development.

3. RESEARCH GAP

Social entrepreneurs in tourism industry are the field that has recently been explored as a major area of study. Social entrepreneurs in tourism industry can be regarded as the major driver for establishing social empowerment. Social indentureship enabled marginalized peoples to explore and utilize their capability and capacity to convert ideas into business. The area largely remains unexplored from the perspective of social entrepreneurs.

Existing studies considers tourism industry as a profit-making entrepreneur rather than social entrepreneurs. There is a change paradigm of tourism business to social entrepreneurship in tourism. There is a chance to explore the major change paradigms of tourism business to social entrepreneurship in tourism

Idea of Social Entrepreneurs as medium to serve the local community through economic empowerment with an inclusive agenda is desirable from the perspective of sustainable development too. There is a scope to explore the area which holds promise for the empowerment of local population, development of region through tourism industry and conservation of environment by the social entrepreneurs.

The existing piece of literature highlights the evolution of a new concept in the name of social entrepreneurship that widely depicts its scope and inclusion in the further research. It can be considered as a form of catalyst that can effectively help in the development of concepts like social empowerment as well as highlights the ability of equivalent managerial possibilities. The present concept of literature also crafts an enormous possibility to power business ideas into potential business management approaches. In the area of entrepreneurship including tourism, the present idea of social entrepreneurship will also help in delivering regulatory concerns for eradicating poverty and generating new areas of business ventures.

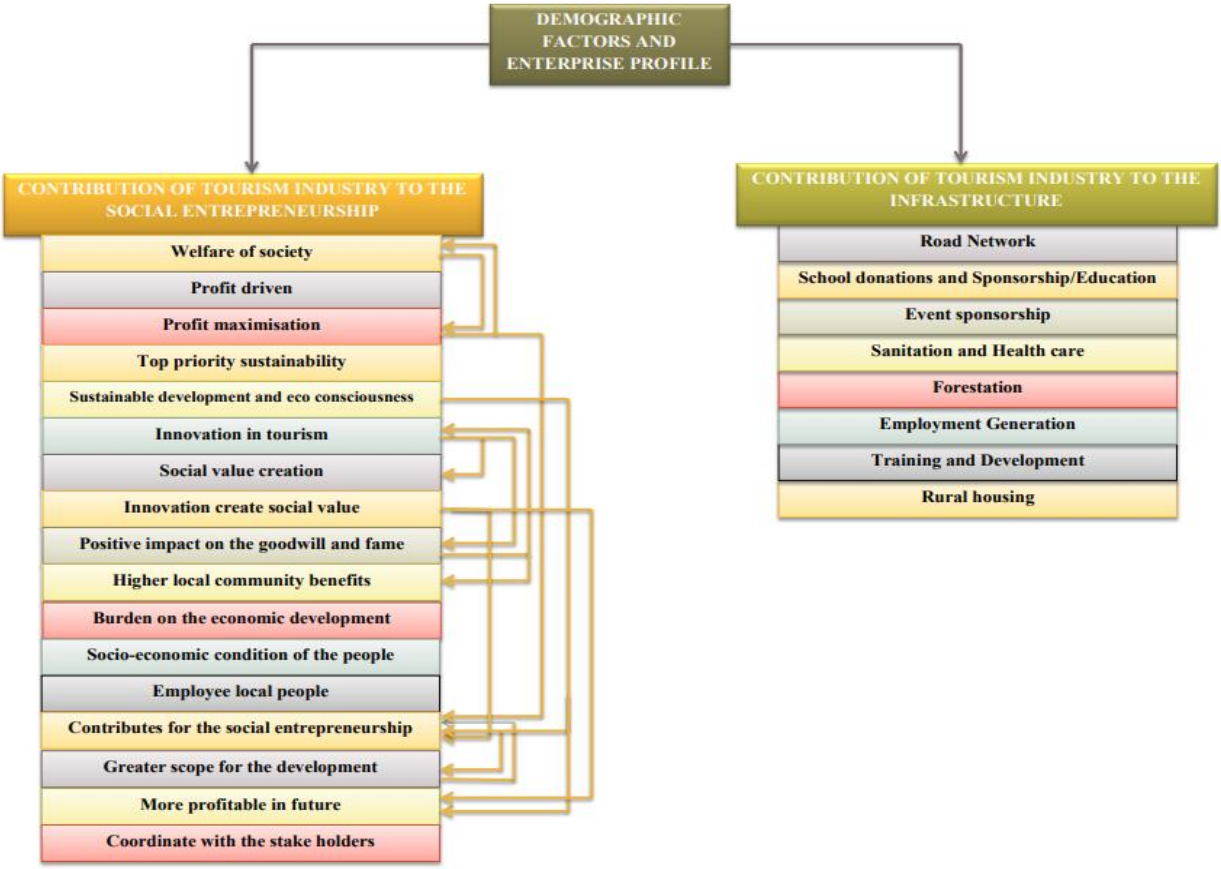
4. STATEMENT OF THE PROBLEM

This research aimed to explore the social entrepreneurship in tourism industry with reference to Kodagu district of Karnataka. The aim of this thesis is to attain the deep understanding of social entrepreneurship in tourism in Kodagu and examine its impact with the discussion within the literature as well as with the understanding through the structured questionnaire investigations and reviewing the reality and assessing its classification with the existed literature. This research aimed to find out whether the Existing Entrepreneurship in Tourism Industry in Kodagu is profit driven and Sustainable development and eco-consciousness, in Tourism Industry are the priority to entrepreneurs in tourism industry in Kodagu. Further to know is the Innovation with social

value creation is low priority area in the Tourism Industry in Kodagu. The aim of this thesis is to attain the deep understanding about any scope of social base of Entrepreneurship in Tourism Industry and is there any scope to develop social entrepreneurship in Kodagu. This research aimed to determine the contributions of tourism sector for social entrepreneurship in Kodagu.

5. CONCEPTUAL FRAME WORK AND MODEL

The study area focuses on the social entrepreneurs in the tourism industry in Kodagu. This is thought to fit considering the galloping growth of the tourism industry. The problems/challenges in the Tourism industry in Kodagu, the areas where innovations are urgently called for, the social entrepreneurship eco-system in Kodagu, the innovations taking place within the tourism industry, the methods and means to inculcate the value of responsible tourism, Motives, methods, management, and regulatory framework governing the social entrepreneurs, are needed for developing tourism industry systematically and sustainably are to be studied and through this study, the researcher wants to develop a model of social entrepreneurship in the tourism industry in Kodagu.



6. RESEARCH QUESTION

Proposed study intends to address the following research questions:

RQ1. Whether the Existing Entrepreneurship in Tourism Industry in Kodagu are profit driven or aiming at profit maximization?

RQ2. Whether the Sustainable development and eco-consciousness, in Tourism Industry are the priority to entrepreneurs in tourism industry in Kodagu?

RQ3. Is the Innovation with social value creation is low priority area in the Tourism Industry in Kodagu?

RQ4. Is there any scope of social base of Entrepreneurship in Tourism Industry?

RQ5. Is there any scope to develop social entrepreneurship in Kodagu?

RQ6. What are the contributions of tourism sector for social entrepreneurship in Kodagu?

RQ7. What are the various sustainable methods and practices for developing local communities?

7. RESEARCH OBJECTIVES

The current research aims to fill the gap with a broader agenda of understanding the role of social entrepreneurship in tourism and sustainable development. Further, it is aimed at investigating the role of social entrepreneurs in the development of the tourism sector. Hence, the research would like to address the following objectives.

RO1: To study the Existing Entrepreneurship in Kodagu is profit driven or aiming at profit maximization

RO2: To study Sustainable development and eco-consciousness, in Tourism Industry are the priority to entrepreneurs in tourism industry in Kodagu

RO3: To study Innovation with social value creation level of priority area in the Tourism Industry in Kodagu

RO4: To study the scope of social base of Entrepreneurship in Tourism Industry

RO5: To study the scope to develop social entrepreneurship in Kodagu

RO6: To explore the contributions of tourism sector for social entrepreneurship in Kodagu

RO7: To suggest various sustainable methods and practices for developing local communities.

8. HYPOTHESIS OF THE STUDY:

The following hypotheses have been formulated by considering the objective of the study, the theoretical understanding of the researcher, deliberation and discussion with the authors and also

from other similar studies. These hypotheses are put through the necessary statistical testing to shed insight on the study's goals.

H1: Innovation with social value and priority of the tourism industry shows the positive relationship with Innovation creates social value in tourism entrepreneurship and Social entrepreneurship has positive impact on the goodwill and fame of the tourism entrepreneurship.

H2: Positive impact of social entrepreneurship on the goodwill and fame of tourism entrepreneurship is positively correlated with Social entrepreneurship in tourism industry having higher local community benefits.

H3: Contribution of Tourism Industry to the Social Entrepreneurship is dependent on their demographic and entrepreneurship profile.

H4: Contribution of Tourism industry to the infrastructure is dependent on their demographic and entrepreneurship profile.

H5: There is positive relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business.

H6: Nature of operations moderate the relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business

H7: Priority of the tourism industry moderates the relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business.

H8: Innovation in social value being high priority will have Impact on Innovation creating social value in tourism entrepreneurship.

H9: There is positive relationship between contribution of tourism for the social entrepreneurship and greater scope for the development of social entrepreneurship in the tourism industry of Kodagu.

H10: Innovation in social value creation being high priority, profit maximisation being the only objective of business, Sustainable development and eco-consciousness in tourism industrywill have more impact on social entrepreneurship.

H11: Sustainable development and eco-consciousness and Innovation in social value creation will have more impact on Social entrepreneurship making business more profitable in future

H12: Development of tourism in the Kodagu district has positive correlation with improved standard of living, helps in having local community benefits, helps in improving the socio-economic status and other benefits.

H13: Personal Profile and opinion on tourism will have influence on development of social entrepreneurship in tourism

H14: Higher local community benefits through social entrepreneurship and necessity to develop tourism in Kodagu highly determines the improved standard of living through the social entrepreneurship.

9. RESEARCH METHODOLOGY:

9.1 Data:

The reliability of information over any other aspects is considered to be highly dependent on the data collection method and data analysis approaches. This study has considered both secondary and primary data for analysis and synthesis. The researcher has done two different data collection sessions and along with the first survey session, a second survey session has also been done with the same number of selected respondents.

(a) Primary Data: With the help of a review of literature, formulated the research problem. After the formulation of the problem, the interview schedule was framed to collect the data. After that, a secondary survey session was done with 400 other respondents and with different questionnaires about social entrepreneurship in the tourism sector of Kodagu Karnataka. A reliability test has also been done for the collected data from this second survey session.

(b) Secondary Data: The required secondary data were collected from published annual reports, websites, Magazines, Other related Articles and Journals books etc.

9.2. Population and Sampling

Depending on the detailed discussion on profile of Kodagu tourism industry, the entire tourism sector is the population for this research. However, the study has included information based on three Taluks of Kodagu District including ***Virajpet***, ***Somwarpet*** and ***Madikeri***. Here, individuals connected to social entrepreneurship in tourism sector have been selected as the sample respondents and the social entrepreneurship criteria has been the primary concern while selecting the sample for this study. In this context, ***non-probability purposive sample method*** has been applied in this research to select the participants based on the judgment of the researcher

(Mweshi and Sakyi, 2020). Application of this sampling strategy assisted in identifying ***400 respondents*** working as social entrepreneurs in Kodagu district in Karnataka for two different survey and primary quantitative data has been obtained from this sample size. Here, since the research is concentrated on evaluating different aspects of social entrepreneurship in tourism sector, people associated with social entrepreneurs in tourism industry have been considered.

On the contrary, secondary sources have been chosen by applying the stratified sampling technique while applying the specific selection criteria. Considering this, application of this sampling technique has been effective in selecting the secondary sources using the inclusion and exclusion criteria on basis of some sub-groups or strata (Sekaran and Bougie, 2016). Thus, the selection criteria can be listed below-

- Secondary sources published between 2015 and 2022 have been included
- Sources published in any other language than English have been excluded
- Sources covering social entrepreneurship in tourism sector in any other places than Karnataka, India have been excluded from this study
- Sources having keywords, such as 'social tourism', 'social entrepreneurship', 'local tourism', 'sustainable tourism' and 'eco-consciousness' have been included

Now, based on the above-listed inclusion and exclusion criteria, secondary sources have been chosen to comment on the implications of social entrepreneurs in tourism sector following special reference to Kodagu tourism industry in Karnataka.

9.3. Sampling Scheme

9.3.1 Sample Size

The researcher employed Taro Yamane's (1967) formula with a 95% confidence level to calculate the sample size of the recipients.

Calculated as follows: $$n = \frac{N}{1 + Ne^2}$$

Where n is the sample size; N denotes the total population; e= Permissible error (%)

The researcher employed stratified proportional random sampling. The sample size wasdetermined as follows;

a) Service Providers

Population size N=2878 Allowable error e= 0.0465

Table 2: Population and sample size calculation of service providers

Particulars	Population
Home-Stay	2000
Resort	295
Hotel	583
Total	2878

$$\frac{N}{1+Ne^2} = \frac{2878}{1+(2878)(0.0465)^2} = 398.5\ (\mathbf{400})$$

b) Local Community

Population size N=554519 Allowable error e= 0.05

Table 3: Population and sample size calculation of local community

Sample size n = Taluk	Population	Percentage	Sample size
Madikeri	146583	26.43	106
Somwarpet	206505	37.24	149
Virajpet	201431	36.33	145
Total	554519	100	400

$$\frac{N}{1+Ne^2} = \frac{554519}{1+(554519)(0.05)^2} = 399.7(400)$$

This research takes into account all three Taluks of the Kodagu District, namely Madikeri, Virajpet, and Somwarpet. Purposive sampling was used on samples from three Taluks in Kodagu District: Madikeri, Virajpet, and Somwarpet. To collect the necessary data for the investigation, two sets of questionnaires had been developed. Various points of view were recorded using a random sampling process. Statistical techniques were used to examine the collected data.

The responders were contacted individually. Respondents asked several questions during the interview, which was adequately answered, such that the respondent felt comfortable responding to the interview.

9.3.2. Selection of respondent for Data Collection

The research subject, goal, and objective of the study are used to identify respondents for data collection. In order to collect the necessary quantitative data from people with understanding of social entrepreneurship in tourism has been assessed. Furthermore, this research is based on

studying the real-life problem related with sustainable development and eco-consciousness in tourism, as well as comprehending the profit-driven concern of tourist entrepreneurs. This research chose the following criteria:

- 400 respondents who are working as the service providers in tourism industry in Kodagu district of Karnataka.
- 400 people from local community to share their knowledge and opinion about the research area.

9.4. Data Analysis Technique

The intention to ensure the reliability and quality of the research results has driven the researcher to choose an effective method for analysing and interpreting the collected data. Here, the primary quantitative data has been obtained through conducting a survey using Google form with help of structured interview questionnaire. Thus, the use of ***IBM SPSS*** as the chosen statistical tool helped in analysing and interpreting the numerical data. Moreover, several statistical tests including descriptive test for percentage analysis to assess the demographic profile of the participants have been included in this study. Besides, ***"Z" test***, ***ANOVA test*** for variation analysis along with ***Chi-square test***, ***PCA (factor analysis)*** and ***multiple regression analysis*** have been considered here to analyse and interpret the quantifiable data. These have been effective in rejection and confirmation of the pre-identified hypotheses for addressing the research purpose.

In the context of confirming the hypotheses in a more reliable manner, the researcher has done a second survey session and statistical tests have also been done for this second survey session. SPSS tool has been used in having the statistical outcome of the second survey again and descriptive test, factor analysis, test of reliability, test of correlation and multiple regression test have been done. The hypothesis testing is done by analysing the results from both survey sessions which provide more reliability of acceptance or rejection of hypotheses.

In contrast, secondary data has been analysed through following ***thematic analysis*** technique. In case of analysing the secondary data obtained by conducting detailed literature search, themes have been formulated based on the chosen secondary sources. This, in turn, has helped in exploring the different aspects of social entrepreneurs in tourism sector while examining their scope in this sector in Kodagu, Karnataka. Hence, it can be mentioned that statistical analysis and thematic analysis have been effective in commenting on the role of social entrepreneurs in tourism to promote sustainable development and eco-consciousness.

9.5 Validity and Reliability

The validity of the research, here, has been ensured by identifying the sample participants, who are social entrepreneurs in the tourism sector in the Kodagu district in Karnataka. Moreover, collecting primary quantitative information from these respondents readily propagates chances for the researcher to gather evidence on eco-consciousness and sustainable development in the tourism business across the identified region based on the real-life and authentic experiences of the participants. In addition, validity has been ensured for the secondary data by identifying and collecting information from articles or sources that are published under reputed publication houses.

9.5.1 Content validity:

A well-structured schema of the questionnaire was formulated for the procurement of the data from the respondents. The interview schedule and questionnaire were reliability tests. The feedback was used to make some corrections and modifications to the interview schedule questionnaire. After the corrections and modification, the interview schedule was again subjected to improvement, confirming the reliability and consistency to collect reliable data. Thus, the final interview schedule (questionnaire) was designed and after that actual data collection was carried on with the respondents by contacting them separately.

9.5.2 Reliability test

Along with this, the data range has been set accordingly from 2015 to 2022 for this type of data to assure that recent and valid evidence is to be considered. Contextually, social entrepreneurship in the tourism business in the Kodagu district with a focus on the tourism market in Kodagu has been considered. On the other hand, the reliability of the collected information has been established by performing a Reliability test to measure the value of Cronbach's Alpha (Sürücü and Maslakçi, 2020). Here, the Cronbach’s alpha value being more than 0.75 has been acknowledged that ensured a high level of internal consistency among the research variables. Thus, it has been essential in improving the quality of the research results while adding value to the credibility of research on social entrepreneurs in the tourism industry in the Kodagu district in Karnataka. The Cronbach’s alpha test and KMO Bartlett’s test, both are done for the reliability and validity analysis for the survey session in the SPSS tool. Two different survey sessions have been conducted to increase the reliability of the collected data as well.

Table 4: Cronbach's Alpha results

Variable	No. of Items	Cronbach Alpha
Research Instrument 1		
Contribution of tourism industry to social entrepreneurship	18	0.748
Contribution of tourism to the infrastructure	9	0.761
Research Instrument 2		
Contribution of tourism industry to local community	10	0.850246

According to Chong, (2017) and Hair Jr. *et al.*, (2017), a reliability test result that has a Cronbach's alpha value greater than 0.7 is remarkable. The findings demonstrate that, because all of the aforementioned constructs and indicators have alpha values larger than 0.7, they all meet the essential criteria for questionnaire 2.

9.6. Data Processing and Analysis:

The proposed study is both theoretical and empirical.

- First, the idea of SE is defined considering existing debates on SE, which is based on the available piece of literature that demonstrates a similar subject. This literature is reviewed from the published research works available in print and soft form. Discussion with the pioneers and researchers in the field will be done to validate the relevance of information available for the purpose of the proposed study.
- The second part of the study is based on the empirical data collected to test the hypothesis and fulfill the objectives of the study through two different questionnaires. Proper statistical methods will be used for the analysis of data, Statistical tools like Percentage Analysis, "Z" test, Chi-square test, Analysis of Variation (ANOVA), multiple regressions Analysis, and Factor Analysis is used. With the data collected from the second survey session, the descriptive statistics test is done along with the reliability test, validity test, a statistical test of correlation and multiple regression tests.

9.7 Statistical Tools and Soft ware's Used:

9.7.1 Research Tools and Software Package Used

a) Reliability Test,
b) Percentage Analysis,
c) Descriptive Analysis,
d) Chi-square test
e) Independent Sample t-test,
f) One-way ANOVA,
g) Correlation
h) Multivariate Regression Analysis,

Various statistical tools were used for analysing the collected data, explanation and justification for which is provided in the below section;

9.7.2. Software's Used

This study made extensive use of contemporary statistical techniques, information, and research database resources. This study made extensive use of IBM SPSS Statistics 21, Microsoft Excel 2010, and Mendeley. Data from previous research was gathered and sourced using MS Excel 2010 to construct simple frequency and two-way tables, two- or three-dimensional charts and diagrams, and other simple charts and diagrams. Google Scholar, Science Direct, Web of Science, JSTOR, N-List, ABDC, and others were among the sources used. Microsoft Excel may be used to create simple pie charts, bar graphs, and other diagrams. The IBM SPSS 21 programme is used to do descriptive and inferential analysis such as chi-square, t-test, ANOVA, regression analysis, descriptive statistics, normality check, simple correlation EFA, and others.

10. SCOPE OF THE STUDY

It has been observed that the research papers that were mostly centered on huge samples at a macro level perspective involved a certain amount of deficiency and limited scope of enquiry. And the findings face the problem of less accuracy. Therefore, to have an accurate finding only Kodagu District was considered. Social entrepreneurship related to the tourism industry addresses different types of community needs and environmental issues in terms of developing businesses around them. Although many enterprises have a survival strategy, it has become evident that social and environmental issues can be turned into the strength of local and regional

peoples. Tourism leads to entrepreneurship development and infrastructural development. This study focuses on the contribution of social entrepreneurship to the development of the environment and society in Kodagu.

11. SIGNIFICANCE OF RESEARCH

Social entrepreneurship is an emerging concept. The youth of the country is now more inclined toward providing value and creating the best for the community than only being interested in profit. Therefore, the "concept of social entrepreneurship" is emerging. In India, social entrepreneurship has progressed over the last few years and people are using their entrepreneurial skills more and more. Tourism is multi-sectoral, and it plays a significant role in the alleviation of poverty, and the improvement of socio-economic conditions of the district of Kodagu. Multiple services are provided to the tourists and these services open new horizons for entrepreneurship in other sectors like catering, art and craft, accommodation, transportation etc. This study focuses on "social entrepreneurship in tourism in the Kodagu District of Karnataka". This study will become the foundation for further research in this field and hence it is very significant. Another significance of this research paper is that it highlights the various concepts related to the tourism industry and social entrepreneurship. It also includes the various theoretical aspects of stakeholder theory and theories of social entrepreneurship. Therefore, this research paper is very important and this research can be used in conducting further research.

12. LIMITATIONS

Every research study faces different types of limitations in terms of reaching to the desired objective of the study. Nevertheless, a significant amount of care has been taken throughout the structuring process of this research in terms of minimizing the limitations. However, some limitations are also identified for this study.

- This particular study is limited to Kodagu District only.
- Numbers of the respondents are relatively small.
- For the study only Service providers and local community response has been collected.
- Some participants were showed less interest towards expressing their own judgment which indicated official secrecy.
- The recommendations are based on the information gathered. As a result, it might not be generalized nationwide.

13. LAYOUT OF THE REPORT

The research aims and its objectives have been documented using five different chapters along with appropriate tables, annexure, and figures for effectively supporting the analysis and synthesis of the study. Two questionnaires have been developed to gather adequate primary data which is presented in the appendix of this paper.

Chapter I Introduction, Design of the Study, and an Overview of Social Entrepreneurs in Tourism: In the first chapter Introduction, the given statement of research, the Problem statement, the Review of Literature, and the Importance and Scope of the study are discussed. The objective of the study, Hypotheses, Operational Meanings of some important terms, Research Methodology, Sampling, Scheme, Data Processing and Analysis, Limitations of the study and Chapter Scheme were discussed.

Chapter II Review of Literature: In this chapter, some of the literature is reviewed to know the research gap, form the objectives, and formulate the hypothesis and Conclusion

Chapter III Research methodology: This chapter aims to provide a detailed overview of the research methodology. In this chapter, the selected philosophy of the present research approaches regarding the use of information, the strategy of data gathering and processing, and data accumulation and analysis approaches are discussed.

Chapter IV Analysis of Social Entrepreneurs in Tourism: In this chapter, an attempt is made to assess and analyze the social entrepreneurs in tourism

Chapter V Summary of Findings, Suggestions and Conclusions: The last chapter which is deals with the findings which is emerged from the analysis, and the summary of the study, and offers some suggestions and recommendations based on the information collected for improvement finally the chapter ends with a conclusion.

14. KEY FINDINGS

14.1 KEY FINDINGS ON SERVICE PROVIDERS' RESPONSE:

1). Contribution of tourism industry to the social entrepreneurship

- ⊗ As per the opinion of service providers, involving sustainable development and eco consciousness practices in business activities (M=3.89) and firmly able to coordinating with the stake holders of Kodagu tourism (M=3.89) are highly agreed statement.
- ⊗ However, service providers showed relatively low agreement level on the nature of existing tourism entrepreneurship in Kodagu being only profit driven.

2). Contribution of Tourism industry to the infrastructure

- ⊗ As per the opinion of service providers, Contribution of Tourism industry to Training and Development (M=3.53), Employment Generation (M=3.24) and Event sponsorship (M=3.15) are highly agreed statement.
- ⊗ However, service providers showed relatively low agreement level on the Contribution of Tourism industry to the Road Network (M=2.83).

3). Key Findings on Hypotheses Testing:

Table 5: Independent sample t-test and one-way ANOVA results:

Serial No.	Hypotheses	Demographical variable	Test	Result
1.	H3: Contribution of Tourism Industry to the Social Entrepreneurship is dependent on their demographic and entrepreneurship profile.	Region	.640	H3 is partially accepted
		Nature of operations	.225	
		Top priority of working in tourism industry	.001	
		Social bases of entrepreneurship	.000	
2.	H4: Contribution of Tourism industry to the infrastructure is dependent on their demographic and entrepreneurship profile.	Region	.451	H4 is accepted
		Nature of operations	.414	
		Top priority of working in tourism industry	.110	
		Social bases of entrepreneurship	.223	
		Trusted areas of social entrepreneurship in Kodagu	.102	

Table 6: Findings on Correlation between the study variables:

Serial No.	Hypotheses	Moderating Variable	R	Test	Result
1.	H1: Innovation with social value and priority of the tourism industry shows the positive relationship with	Priority of innovation in social value creation **&** Innovation create social value in tourism entrepreneurship	.544**	P=0.000	H1 is accepted.

	Innovation create social value in tourism entrepreneurship & Social entrepreneurship has positive impact on the goodwill and fame of the tourism entrepreneurship.	Priority of innovation in social value creation **&** positive impact of social entrepreneurship on the goodwill and fame	.313**	P=0.000	
		Positive impact on the goodwill and fame of the tourism entrepreneurship **&** Innovation create social value in tourism entrepreneurship	.561**	P=0.000	
	H2: Positive impact of social entrepreneurship on the goodwill and fame of tourism entrepreneurship is positively correlated with Social entrepreneurship in tourism industry having higher local community benefits.	Positive impact of social entrepreneurship on the goodwill, fame of tourism entrepreneurship **&** Social entrepreneurship in tourism industry having higher local community benefits	.569**	P=0.000	H2 is accepted.
	H5: There is positive relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business.	Contributions of Business/entrepreneurship to the welfare of society **&** profit maximization being the main objective of tourism business	.145**	.004	H5 is accepted
	H6: Nature of operations moderate the relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business	Hotels	.154*	.023	H6 is partially accepted.
		Resort	.179*	.029	
		Home Stay	-.095	.605	

	H7: Priority of the tourism industry moderates the relationship between contributions of Business/entrepreneurship to the welfare of society and profit maximization being the main objective of tourism business.	Profit maximisation	.175	.171	H7 is rejected.
		Sustainable development	.158*	.023	
		Eco-consciousness	.167	.065	
		Other	.000	1.000	
	H9.1: There is positive relationship between contribution of tourism for the social entrepreneurship and greater scope for the development of social entrepreneurship in the tourism industry of Kodagu.	Contribution of tourism for the social entrepreneurship & greater scope for the development of social entrepreneurship in the tourism industry of Kodagu	.654**	.000	H9.1 is accepted.
	H9.2: Region Moderate the relationship between contribution of tourism for the social entrepreneurship and greater scope for the development of social entrepreneurship in the tourism industry of Kodagu	Urban	.658**	.000	H9.2 is accepted.
		Semi Urban	.626**	.000	
		Rural	.771**	.000	

Table 7: Key Findings on Regression Analysis:

Serial No.	Hypotheses	Variable	B	Test	Result
1.	H8.1: Innovation in social value being high priority will have Impact on Innovation creating social value in tourism entrepreneurship.	-	.544	.000	H8.1 is accepted.
2	H8.2: Region of the service	Urban	0.496	.000	H8.2 is

	provider moderates the impact of innovation in social value creation being high priority and innovation creating social value in tourism entrepreneurship.	Semi Urban	0.569	.000	accepted.
		Rural	0.626	.000	
3	H10: Innovation in social value creation being high priority, profit maximisation being the only objective of business, Sustainable development and eco-consciousness in tourism industry will have more impact on social entrepreneurship.	Innovation in social value creation being high priority	.376	.000	H10 is partially accepted.
		Profit maximisation being the only objective of business	-.001	.991	
		Sustainable development and eco-consciousness in tourism industry	.202	.000	
4	H11:Sustainable development and eco-consciousness and Innovation in social value creation will have more impact on Social entrepreneurship making business more profitable in future	Innovation in social value creation being high priority	.396	.000	H11 is partially accepted
		Profit maximisation being the only objective of business	-.025	.585	
		Sustainable development and eco-consciousness in tourism industry	.188	.000	

14.2 KEY FINDINGS ON LOCAL COMMUNITY RESPONSE:

1). Local Community Profile:

The results of percentage analysis revealed the following findings under local community profile.

- ⊗ 58 % of the participants were female and 42% were male.
- ⊗ 31.0% of them were private sector employees, 23.8% of them are self employed
- ⊗ 40.8% of the respondents were Under Graduates and 30.0% were Post graduates
- ⊗ 41.0% were from 21-35 age group, 32.8% were from 36-50 years age group
- ⊗ 64.8% were partially aware of social entrepreneurship and 18.5% were fully aware of social entrepreneurship
- ⊗ 34.3% participants consider social entrepreneurship in tourism as community development, for 23.8% of them consider it as infrastructural development and 21.3% participants consider it as sustainable development.
- ⊗ 36.8% participants expressed the opinion that they are benefited from social entrepreneurship in tourism by environmental awareness and 23.8% participants are benefited by community awareness.
- ⊗ 30.3% participants were living in Kodagu for 10-20years, and48.0% participants were living in Kodagu for more than 20years

2).Contribution of tourism industry as per the opinion of local community:

- ⊗ As per the opinion of local community, it is necessary to develop tourism in Kodagu region (M=3.82) and There is a greater scope for the development of social entrepreneurship in the tourism industry of Kodagu (M=3.78) are highly agreed statement.
- ⊗ However, local community showed relatively low agreement level on the existing tourism entrepreneurship in Kodagu is only profit driven.

3). Key Findings on Hypotheses Testing:

Table 8: Chi-square and Fischer Exact test results:

Serial No.	Hypotheses	Demographical variable	Test	Result
1.		Gender	P= .894	H12 is partially

	communities' opinion on the level of development of social entrepreneurship in tourism is dependent on their Personal Profile and opinion on tourism.	Occupation	P=.798	accepted
		Education	P= .074	
		Age	P=.304	
		Awareness	P= .002	
		Opinion on Social entrepreneurship in tourism	P= .000	
		Benefits of social entrepreneurship in tourism	P= .000	
		Duration of living in the tourist place	P= .466	
2.	H13: Personal Profile and opinion on tourism will have influence on development of social entrepreneurship in tourism.	Gender	.162	H13 is partially accepted
		Occupation	.581	
		Educational Qualification	.375	
		Awareness	.005	
		Perception on social entrepreneurship in tourism	.000	
		Benefits from the social entrepreneurship	.000	
		Duration of stay in tourist place	.245	

Table 9: Key Findings on Regression Analysis:

Serial No.	Hypotheses	Variable	B	Test	Result
1.	H14: Higher local community benefits through social entrepreneurship and necessity to develop tourism in Kodagu highly determines the improved standard of living through the social entrepreneurship.	Social entrepreneurship business in tourism is benefited	.471	.000	H14 is accepted.
		Is it necessary to develop tourism in Kodagu region	.101	.035	
		Higher local community benefits	.210	.000	

14.3 MEETING THE OBJECTIVES

There are six research objectives which have been developed by the researcher by which the focus on the study can be constant. The first objective is to study if the existing social entrepreneurship of the Kodagu district is profit driven or aiming for the maximisation of the profit level. This has seen that 99.75% of respondent have been told that their business in the tourism sector of Kodagu is having profit. This can be stated that the existing entrepreneurship in the tourism sector of Kodagu is profit driven. On the other hand, the priority of the entrepreneurs has been asked. But this has seen that not all entrepreneurs are aiming for profit maximisation.

The second objective is to study if eco-consciousness and sustainable development are the priority of social entrepreneurs or not. This has seen that most of the respondents are focusing on sustainable development and eco-consciousness. Moreover, a positive association between social entrepreneurship in the tourism sector and the focus on eco-consciousness and sustainable development has been seen. Along with this, the third research objective is related to finding the level of priority of social entrepreneurship for innovation with value creation. A partial relationship has been seen by using the collected data from the respondents and this can be stated that innovation with value creation is having a low priority from the end of the social entrepreneurs in the tourism industry in the Kodagu district of Karnataka. From the analysis of the quantitative data selected from the second survey, this has been seen that social entrepreneurship development in the industry of tourism of the Kodagu district is important as this is beneficial for different social and community-related aspects.

The fourth objective is to find out the scope of having the social base for entrepreneurship. The result of the statistical test has seen that the scope of focusing on the social base is not limited to the social entrepreneurs. They are focusing on environmental awareness, community awareness and educational sponsorship along with healthcare-related activities. These are showing a huge scope of focusing on the social issues by the social entrepreneurs in the Kodagu. Moreover, the results have shown the scope for the development of entrepreneurship in the tourism industry as well. This has helped the researcher in meeting the forth objective of the study.

The findings for the contribution of the tourism sector in social entrepreneurship are the fifth objective and the development of the tourism aspect of Kodagu has been seen from different secondary sources. There are many tourist spots which are present in both the urban and rural areas of the Kodagu and this is increasing the contribution of this particular sector to the

development of the social entrepreneurs in this sector. The opportunity of providing hospitality services is increasing in the market and this is increasing the opportunities for entrepreneurs to build new accommodation businesses. The 400 respondents are having the accommodation and food business in the regions of Kodagu for providing tourism services to the tourists.

The last objective is related to providing solutions for the sustainable development practices by which the local community can be developed. Most entrepreneurs are focusing on community awareness development and environmental awareness development which are helpful for the management of sustainable activities in the tourism sector. Along with this, the association between social entrepreneurship and the development of social factors such as road networks, employment, and educational sponsorship has also been analyzed. The weak association has been seen in various aspects. However, the social entrepreneurs can increase their contributions to the management of the social aspects of the Kodagu positively.

15. SUGGESTION AND RECOMMENDATIONS

The data shows that the social entrepreneurs gave first priority to sustainable development and environmental sustainability and the profitability aspect came last on the priority list. Evaluating the data collected a few recommendations can be made to improve the effectiveness of the social entrepreneurs in the community as well as in society.

15.1. Suggestions and Recommendations for service provider:

Recommendation 1: Eco-consciousness should be increased among social entrepreneurs

Social entrepreneurs need to concentrate on the ecological aspect in addition to sustainable development. Social entrepreneurs should be more environmentally responsible, and this should be one of their top concerns given how the tourism industry is affecting the ecosystem. Without taking into account the local ecosystem, hotels and home-stays might harm the ecology of the mountains and threaten biodiversity. Numerous species have a natural habitat in the hill area, and unplanned tourism growth may endanger some of those species.

Recommendation 2: Social entrepreneurs should prioritize profitability so that they can contribute or invest more to the local community

Profitability is a component of a firm, however many social entrepreneurs expressed the view that it is not their top goal. Profitability should be a priority for social entrepreneurs as well, and

they should work to make their companies profitable so they can give back to the community or invest more of their profits in its growth. More employment opportunities for the local population would result from increased profitability and prosperous business. The goal of social entrepreneurs is to advance society. Many other people are inspired by social entrepreneurs' efforts and are helped to discover their own sense of purpose in life. Business growth and prosperity would help to improve people's lives through social initiatives and open up new options for people.

Recommendation 3: Rural regions can be focused more by the social entrepreneurs

The study discovered that social entrepreneurs are working in "Hub spots" in a concentrated manner, which promotes the growth of a specific region. But because there are so few social entrepreneurs in rural and distant places in and around Kodagu, those communities are still being ignored. There are many opportunities for rural communities to improve their tourism industries and raise the standard of living for locals. Rural areas would experience economic growth as a result, and locals would have more employment options. As more individuals choose to spend their free time away from the hustle and bustle of the congested cities, the demand for rural homestays and hotels is growing over time. In peak seasons, the central tourist areas also remain crowded. Thus, the rural areas have the potential to generate profits from the business and it would also lead to the economic development of the regions. A portion of the profit earned can be utilized for further investment in societal causes.

15.2 Suggestions and Recommendations for Local Community:

Recommendation 1: Community Participation

Participation from the community is crucial for sustaining and renewing. It will result in economic growth and ensuing enhancements to the standard of living in nearby areas. However, there are many levels of community involvement in the context of tourism planning, ranging from decision-making participation to involvement in economic activities.

Recommendation 2: Involvement in economic activities and participation in the decision-making processes**.** The findings of the current study reveal that the residents of rural destinations prefer to limit their involvement to economic activities to participation in the decision-making processes. The support of local residents in conservations programmes, therefore, is important in

terms of attracting more tourists and increase the range of benefits available to the local community through their continued economic involvement.

Recommendation 3: Creating Awareness

Creating awareness, knowledge and motivation in compelling rural residents toward involvement in economic activities like sustainable development, eco-consciousness and infrastructural development.

15.3. Recommendation for Local Government:

Recommendation1: A higher monitoring authority should be set aside to supervise checks and balance between the regulations of local government administrative.

Recommendation2**:** The communities in the local governments should be informed of their obligations to initiate community development projects to implement and then call for government assistance whether state or federal.

Recommendation 3: Local government politicians should work hand in hand with career civil servants to make every effort to motivate the worker.

Recommendation 4**:** The local authorities should aim to facilitate the participation of the community. The participation of local residents in tourism development is critical to future sustainable development. However local authorities should focus on the economic involvement of residents and look to maximize the residents' benefits from tourism to attract further support among the local community for conservation programmes and tourism development.

Recommendation **5:** The state or federal government should be sensitive to the allocation to the local government, thereby enabling it to execute more projects in the communities and also help recruit more qualified and experienced staff mostly needed in the personnel department.

Recommendation **6:** The present system of local government, established to serve as a third-tier government, should be allowed by the state government to discharge its legitimate roles geared toward rural transformation.

Recommendation **7:** Local governments should design an economic package that will enhance rural industrialization and, at the same time, create job opportunities through the same package.

***Recommendation* 8:** There is also need to devise useful economic and social indicators that will assist the development planners and policy makers to monitor the extent of infrastructural development.

15.4. Recommendation to tourists:

Recommendation 1: Shop Locally

When it comes to eating (having dinner at a hole-in-the-wall restaurant), sleeping (staying in a family-run guest house) and buying souvenirs (purchasing a trinket from a street vendor), will help directly the local economy.

Recommendation2: Respect the Local Culture

One of the greatest rewards in travelling is learning about different cultures and religions. The world and its people are diverse and fascinating, and it is an astonishing feeling being privileged enough to experience it. Tourists must keep in mind how important it is to show respect to those local customs and traditions.

Recommendation 3: Minimize Waste

Waste management can be a major issue in most developing countries, and as travelers often unknowingly contribute to this problem. The education levels when it comes to recycling and minimizing waste in other countries may not be the same as what is received back home, so it is important to take our own steps to help out the environment. Say no to plastic bags from shops and instead put your items in a backpack or a cloth bag.

Recommendation 4: Choose Sustainable Accommodation and Tour Operators

There are thousands of options available when it comes to finding a place to rest, or choosing an operator to take out on that unforgettable holiday experience.It is possible to find businesses that actively work with local communities or have practices that help protect the environment, and these kinds of establishments should be rewarded for their efforts.

Recommendation 5: Lower Footprint

There are a lot of great ways to lower environmental impact when travelling. Instead of always taking taxis, see if a local bus is available. If the distance you need to go isn't too far, walk instead of jumping on public transport for one or two stops. To explore an area, traveler can

hire/rent a bicycle! Not only is it good for the environment, but it is good for travelling budget and health too. Find ways to lower carbon footprint when traveling, such as riding a bike.

Recommendation 6: Educate Others to Be Responsible Travelers

Being a responsible traveler might come naturally to some, but others may just not be aware of the implications their actions can have when they are abroad. If someone unintentionally doing something that is detrimental to the environment or to the local people and culture, perhaps mention something in a friendly way.

16. DIRECTION FOR FUTURE RESEARCH

More research in the future on this topic would be helpful to get more in-depth insight into the social entrepreneurs and how they are changing the society and life of the local people along with their business. Researchers can focus on other districts of Karnataka as well to get a better understanding of this topic across Karnataka. The individuals who get inspired by the works of the social entrepreneurs can also start their venture as it is impacting positively the society and the local community.

This study explains the social entrepreneurship organizational towards sustainable development of tourism destination. Most of the developed and developing tourism is main source of their county GDP. It is need to be sustainable way. Some of the social entrepreneurship organizations their business strategies are environmental protection and community development. This research opens for several new scholars who are interested in ecotourism research. Social entrepreneurship literature is emerging and offers a number of avenues that help environmental and social issues in tourism industry.

Scholars may refer to social entrepreneurship tourism literature and offer a more nuanced techniques and approaches to unlock the conflicting nature problems. To get a better review, a lot of research needs to be done on the development of peoples through education on tourism, tourism development and social entrepreneurship.

17. CONCLUSION

The research was focused on the emergence of social entrepreneurs in the tourism industry with reference to the Kodagu district (Coorg) of Karnataka. The aims and objectives of the study have

been discussed in chapter one and a literature review were done in the second chapter. Both primary and secondary data collection methods have been used to collect data for the study. The researcher has done two different data collection sessions and in both times data has been collected from 400 respondents. SPSS data analysis tool has been used to get the statistical results of this research and the results were represented in the result section of this study. For primary data collection, the opinions of two different groups of 400 respondents were collected and for secondary data collection, the online database has been used to search relevant articles and journals to carry out the research.

As per the results, the social entrepreneurs who are working in the tourism industry in Kodagu are profit-driven as 399 among 400 respondents have reported that they are making profits from their business. Only one respondent among 400 totals interviewed has reported not generating any profit from the business. But in the case of profit maximisation, this is not applicable for the social entrepreneurs of the tourism industry in Kodagu as most of them reported sustainable development as their first priority and profit maximisation is not their priority. Eco-consciousness and Sustainable development both are having the priority in the tourism industry and social entrepreneurs also give priority to sustainable development and eco-consciousness. The test results which have been gained from the second survey are showing the impact of the development of social entrepreneurship on the sustainable development.

Sustainable development and eco-consciousness, both are main priorities in the tourism sector and profit maximisation is one more important factor, Innovation with social value and priority of the tourism industry shows the positive relationship with Innovation create social value in tourism entrepreneurship & Social entrepreneurship has positive impact on the goodwill and fame of the tourism entrepreneurship. The results indicate that the social base of the tourism industry is not narrow and limited as the social entrepreneurs are focusing on societal development and community awareness is the most prioritized one. The entrepreneurs are also focusing on providing education sponsorship, creating environmental awareness and providing quality healthcare to the people of the society respectively according to their level of priorities. Thus, it cannot be said that the social base of entrepreneurship in the tourism industry is narrow and limited. The result shows that there is sufficient scope for developing social entrepreneurship in Kodagu district of Karnataka.

The result shows that the local communities are getting benefit from tourism entrepreneurship. Social entrepreneurship improves living of the local community. The result shows that it is necessary to develop tourism in Kodagu region. The result shows that service providers and local communities were involved in developmental activities. The result shows that that social entrepreneurship in tourism has higher local community benefits. The result shows that social entrepreneurship in tourism improved the socio-economic condition of the local community. The result shows that there is a scope for development of social entrepreneurship in tourism in Kodagu. Social entrepreneurship in tourism in Kodagu is contributing to the sustainable development and eco-consciousness in Kodagu.

The tourism industry in Kodagu as an emerging industry the entrepreneurs in tourism can innovatively integrate sustainability and eco-consciousness. This practice makes its business model beneficial for the development of the tourism sector of Kodagu district of Karnataka. The local communities and social entrepreneurs are required to maintain a good relationship with each other with creating social value and not harming the environment which would help the tourism sector of Kodagu, Karnataka in a different way.

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